



# California Signage Plan

Cordell Bank

Gulf of Farallones

Monterey Bay

Channel Islands

National Marine Sanctuary Program

*National Marine Sanctuaries*



# California Signage Plan



➤ Initiated in 2004.

➤ All four California sanctuaries are in the process of developing a shared signage strategy.



# California Signage Plan

- Located at various public locations.
  - overlooks
  - beaches
  - popular ocean-view sites
- Provide information to the public.





National Marine Sanctuaries



# California Signage Plan

Total for all California Sanctuaries

	2005	2006	2007	2008	2009
<b>CBNMS &amp; GFNMS</b>	14	16	16	7	
<b>MBNMS</b>	19	16	18		
<b>CINMS</b>	9	21	17	7	4
<b>Total number of signs</b>	<b>42</b>	<b>53</b>	<b>41</b>	<b>14</b>	<b>4</b>
<b>Total</b>	<b>\$154,625</b>	<b>\$170,088</b>	<b>\$132,978</b>	<b>\$43,295</b>	<b>\$12,370</b>





# California Signage Plan



- A total of 158 signs will be installed between FY06 and FY10.
- Estimated cost of the Signage Plan is \$513,356.
- FY05 signs (42 signs) will be installed by early summer, 2006.



# California Signage Plan

## Partners Involved



Point Reyes National Seashore (PRNS), California State Parks (CSP), Golden Gate National Recreation Area (GGNRA), San Mateo County Parks and Recreation (SMCPR), Monterey Bay National Marine Sanctuary (MBNMS), Bodega Marine Labs (BML), Coastal Commission (CC), Bodega Harbor District (BHD), Stewards of Coasts and Redwoods (SCR), National Park Service (NPS), Farallon Islands National Wildlife Refuge (FINWR)

Monterey Bay Sanctuary Foundation (MBSF), National Marine Fisheries Service (NMFS), Cambria Community Services District (CCSD), California State Parks (CSP), California Department of Parks and Recreation (CDPR), California Department of Transportation (CalTrans), Friends of the Elephant Seal (FES)

City of Santa Barbara Waterfront District (CSBWD), National Park Service (NPS), Channel Islands (CHIS), University of California Santa Barbara (UCSB), Channel Islands National Park (CINP), United States Fish and Wildlife Service (USFWS), Community Environmental Council (CEC)



# California Signage Plan

## Monterey Bay National Marine Sanctuary

# of signs	Fiscal Year	Location	Partners	Theme
4	FY05	Hearst State Beach, San Simeon-pier	CDPR, SLO Coast	Fishing, wildlife viewing, shorebirds, historic human uses, marine mammals
3	FY05	Coastal Discovery Center	CDPR, SLO Coast	Agency messages, You are Here
1	FY05	Hearst Castle Visitor Center, San Simeon	CDPR, SLO Coast	General MBNMS
8	FY05	Moonstone Drive, Cambria	CDPR, SLO Coast	Watershed, steelhead, harbor seals, whale migration, regulations, shorebirds, sea otters, tidepool etiquette
1	FY05	East West Ranch- Southern boundary	CCSD	Southern boundary marker
1	FY05	East West Ranch- Otter Cove	CCSD	Tidepool etiquette
1	FY05	Piedras Blancas Lighthouse	BLM	Gray whales
8	FY06	Moss Landing Harbor	NMFS	Maritime heritage, fishing, regulations
8	FY06	USCG Jetty, Monterey Harbor	USCG, City of Monterey	Watchable wildlife
10	FY07	Fort Ord- Monterey County State Beach Interpretive Signage	CDPR, Monterey	Role of sanctuary in protecting the natural and cultural heritage of central CA coast
8	FY07	Elephant Viewing Site- San Simeon	Cal Trans, FES	Welcome agency message, elephant seals, keep a safe distance, molting, breeding, seal comparisons





# California Signage Plan

## Moonstone Trail

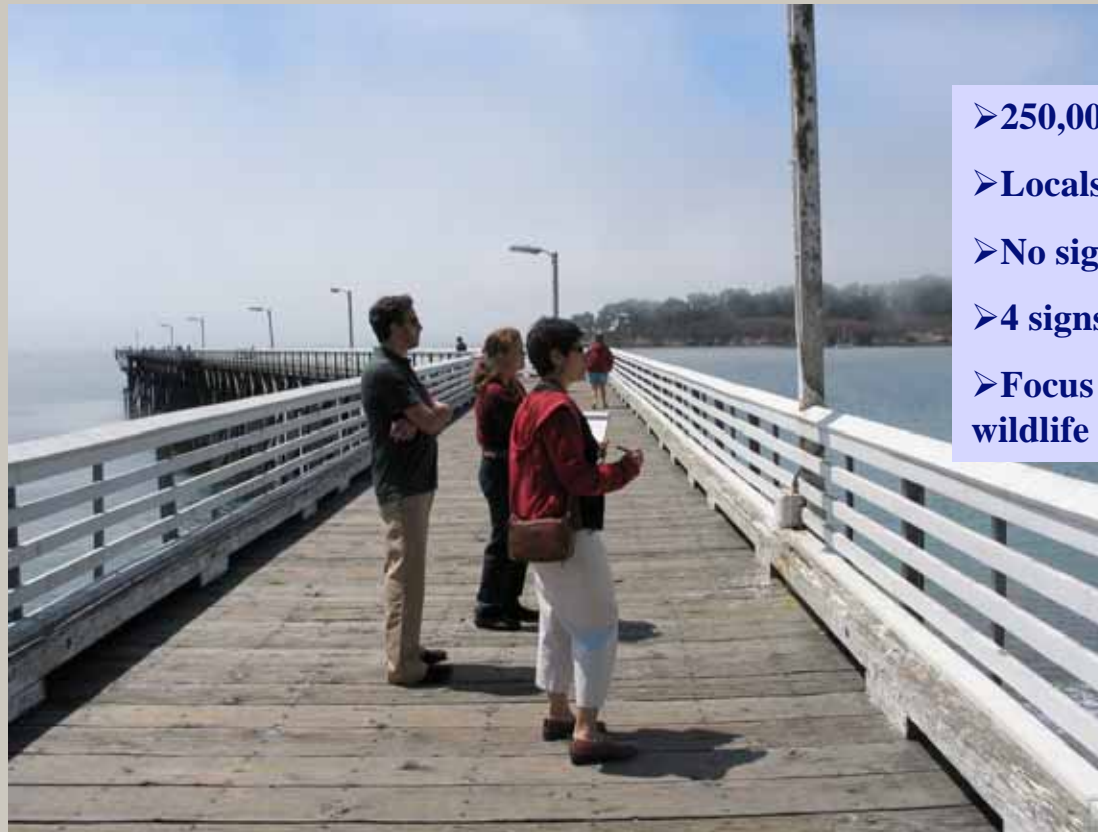


- 500,000 visitors
- Locals, tourists
- No signs currently exist
- 8 signs to be installed
- Focus on watershed, wildlife, regulations, tidepool etiquette



# California Signage Plan

## San Simeon State Beach- Pier



- 250,000 visitors
- Locals, tourists
- No signs currently exist
- 4 signs to be installed
- Focus on fishing and wildlife viewing



# California Signage Plan

## Accomplishments to Date

- Approximately 20 meetings
- MOA
- Firm hired- Leslie Stone Associates
- Design agreed upon and developed
- Framework for Exhibits and Facilities
- Shared signs developed between  
Cordell Bank, Gulf of Farallones  
and Monterey Bay





# California Signage Plan

## Examples of Sign Design

### Gulf of the Farallones & Cordell Bank National Marine Sanctuaries

Cordell Bank  
Gulf of the Farallones  
Monterey Bay  
Channel Islands

Cordell Bank  
Bodega Bay  
Point Reyes  
San Francisco  
San Francisco Bay  
Gulf of the Farallones  
Alto Nuevo Point

## Sea Life In These Waters

Some of the world's richest waters exist right off California's coast. An explosion of life occurs here due to a combination of wind, ocean currents, sun's energy, contours of the sea floor. Huge blooms of microscopic phytoplankton occur in the spring. The food chain follows with zooplankton and fishes, providing a smorgasborg for seabirds, seals, whales, sharks, and humans. Gulf of the Farallones and Cordell Bank national marine sanctuaries protect this ocean wilderness through research, education, and stewardship. The Sanctuaries allow for compatible commercial and recreational activities, while maintaining the responsibility to protect these ocean treasures for this and future generations.

Rockfish are found in abundance because of the density of food and habitat.

Black-footed albatross will fly over 2,000 miles from their breeding sites in the Northwestern Hawaiian Island Chain to Cordell Bank to find food for their chick!

The Gulf of the Farallones is rich in varied habitats.

One of the largest populations of white sharks in the world, is in the Gulf of the Farallones during the fall months.

20% of California's harbor seals breed in the Gulf of the Farallones.

The Gulf of the Farallones supports the largest concentration of breeding seabirds within the contiguous United States.



# California Signage Plan

## Examples of Sign Design

Channel Islands National Marine Sanctuary

## Things to Know Before You Go

**FISHING**

DO	DON'T	WHY?
<ul style="list-style-type: none"> <li>Fish outside of shaded areas on map</li> <li>Have a current fishing license</li> <li>Refer to current fishing regulations</li> </ul>	<ul style="list-style-type: none"> <li>Fish inside of shaded areas on map</li> <li>Leave live bait or supplies in the water</li> <li>Disturb the wildlife</li> </ul>	<p>Marine Protected Areas provide a refuge for sea life and may include depleted fisheries.</p>

**WATCHING WILDLIFE**

DO	DON'T	WHY?
<ul style="list-style-type: none"> <li>Keep your distance</li> <li>Remain 100m from marine mammals</li> <li>Take memories and photos and leave only footprints and bubbles</li> </ul>	<ul style="list-style-type: none"> <li>Touch or feed wildlife</li> <li>Use whistles, calls or food to attract wildlife</li> <li>Get between wildlife and a potential escape route</li> </ul>	<p>Human contact or interference with wildlife can change their behavior and cause harm.</p>

**BOATING & LANDING**

DO	DON'T	WHY?
<ul style="list-style-type: none"> <li>Check the weather</li> <li>Contact a park ranger on Channel #16 before you land</li> <li>Know what areas are restricted areas</li> </ul>	<ul style="list-style-type: none"> <li>Go into closed or restricted areas</li> <li>Disrupt nesting seabirds; maintain a distance of 100 yards</li> </ul>	<p>For your safety and the safety of the wildlife, know which areas within the park and sanctuary are closed or restricted.</p>

**DIVING**

DO	DON'T	WHY?
<ul style="list-style-type: none"> <li>Secure your gauges and equipment</li> <li>Practice good buoyancy techniques</li> <li>Leave only footprints and bubbles</li> </ul>	<ul style="list-style-type: none"> <li>Collect shells or rocks</li> <li>Handle or touch marine life</li> <li>Feed marine life</li> </ul>	<p>Touching and handling wildlife can cause them stress and change their behaviors.</p>

**PETS**

DO	DON'T	WHY?
<ul style="list-style-type: none"> <li>Leave pets at home</li> </ul>	<ul style="list-style-type: none"> <li>Bring pets to the Channel Islands</li> </ul>	<p>Pets can starve, chase, and even kill wildlife, and introduce disease to native wildlife.</p>

**CAMPING**

DO	DON'T	WHY?
<ul style="list-style-type: none"> <li>Pack out your trash</li> <li>Call for reservations</li> </ul>	<ul style="list-style-type: none"> <li>Use campfires, fireworks or explosives</li> <li>Disturb archaeological sites</li> </ul>	<p>The Channel Islands are fragile ecosystems that need to be protected.</p>

**If you are going to the Channel Islands, please take a moment to become familiar with what you can and cannot do in the protected areas of the National Marine Sanctuary and National Park.**

Comprised of the ocean environment and five of the eight islands, the sanctuary and park are home to a wide variety of significant natural and cultural resources. More than 2,000 species of animals and plants can be found at the Channel Islands, some of these found nowhere else in the world.

The islands are located where two major ocean currents meet. The cool waters from the north and the warm currents from the south collide in a transition zone that is home to a myriad of sea life, from microscopic plankton to the endangered blue whale, the largest animal to live on earth.

**Legend:**

- State Marine Reserve (SMR) - The Channel Islands National Park
- State Marine Conservation Area - Channel Islands National Park
- State Marine Conservation Area - Channel Islands National Park
- Channel Islands National Park
- Channel Islands National Marine Sanctuary
- Coastal Traffic Lane
- State Waters - 3 Nautical Miles

The Channel Islands National Park boundary extends 100 miles from the shore of each island. The Channel Islands National Marine Sanctuary boundary extends 100 miles from the shore of each island.

**Delta Resources:** Delta birds and terrestrial wild plants from Delta National Wildlife Refuge (DNWR) protected by NCA and the USFWS. Delta National Wildlife Refuge is managed by the USFWS.

**FOR FEDERAL REGULATIONS AND GUIDELINES:**

Channel Islands National Marine Sanctuary  
111 Monterey Ave., 194, Santa Barbara, CA 93109  
(805) 964-1111, www.channelislandsnps.gov

Channel Islands National Park  
1001 Sycamore Drive, Ventura, CA 93003  
(805) 964-1111, www.pisnps.gov

**FOR BOATER SAFETY:**

United States Coast Guard  
111 Monterey Ave., Santa Barbara, CA 93109  
(805) 964-1111, www.uscg.gov

**FOR FEDERAL FISHING REGULATIONS AND MARINE MAMMAL REGULATIONS:**

National Marine Fisheries Service  
901 West Ocean Blvd., Suite 400, Long Beach, CA 90802 (310) 998-4000, www.nmfs.gov

**FOR STATE FISHING REGULATIONS:**

California Department of Fish & Game  
Marine Region  
460 S. Lincoln Avenue, Ste. C, Long Beach, CA 90802  
(562) 593-7111, www.dfg.ca.gov

**CAITP is report violations**  
866.338.1235

**FOR SANTA CRUZ ISLAND INFORMATION AND ACCESS:**

The Nature Conservancy  
2150 Ventura Blvd., Santa Barbara, CA 93101  
(805) 964-1111, www.nature.org

**TO REPORT OIL AND POLLUTION DISCHARGES:**

National Response System  
800-424-8202

**24 HOUR EMERGENCY TELEPHONE NUMBERS:**

U.S. Coast Guard Search & Rescue - 800-955-8833  
Channel Islands Harbor Patrol - 805-963-5009  
Ventura Harbor Patrol - 805-642-9918  
Port Hueneme Harbor Patrol - 805-642-9911  
Santa Barbara Harbor Patrol - 805-964-0530  
Rescue (San Mateo) Harbor - 916-241-7616

**WEATHER:**

Be aware that the weather in the Channel Islands is in a constant state of change. Monitor the weather forecast for current weather conditions, and the Channel Islands National Marine Sanctuary website for the latest weather information.





# California Signage Plan

## Examples of Sign Design

**Gulf of the Farallones & Cordell Bank National Marine Sanctuaries**

### Sea Life In These Waters

Some of the world's richest waters exist right off California's coast. An explosion of life occurs here due to a combination of wind, ocean currents, sun's energy, contours of the sea floor. Huge blooms of microscopic phytoplankton occur in the spring. The food chain follows with zooplankton and fishes, providing a smorgasborg for seabirds, seals, whales, sharks, and humans. Gulf of the Farallones and Cordell Bank national marine sanctuaries protect this ocean wilderness through research, education, and stewardship. The Sanctuaries allow for compatible commercial and recreational activities, while maintaining the responsibility to protect these ocean treasures for this and future generations.

Rockfish are found in abundance because of the density of food and habitat.

Cordell Bank is a granitic rocky reef carpeted with invertebrate life that is constantly supplied with food.

Black-footed Albatross will fly over 2000 miles from their breeding sites in the Northwestern Hawaiian Island Chain to Cordell Bank to find food for their chicks.

The Gulf of the Farallones is rich in varied habitats.

One of the largest populations of white sharks in the world, is in the Gulf of the Farallones during the fall months.

20% of California's Harbor Seals breed in the Gulf of the Farallones.

The Gulf of the Farallones supports the largest concentration of breeding seabirds within the contiguous United States.



# California Signage Plan

## Next Steps

- FY06 Request for NOAA funds
- Production of FY05 signs
- Installation of FY05 signs
- Process begins for FY06 signs
- Regionalize this process to include OCNMS

